

Message Text

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PAGE 01 STOCKH 05835 171528Z

43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 EURE-00 XMB-04 /024 W

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P R 171445Z NOV 75

FM AMEMBASSY STOCKHOLM

TO SECSTATE WASHDC PRIORITY 6184

INFO USDOC WASHDC

UNCLAS STOCKHOLM 5835

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BBSR, BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: GLOBAL MARKET RESEARCH: COMPUTERS
AND PERISPHERAL EQUIPMENT

REF: STATE A-6051

1. TWO BIDS WERE RECEIVED BY STC FOR COMPUTERS GMR. THREE
OTHER COMPANIES EXPRESSED INTEREST AND EXAMINED SPECIFICA-
TIONS BUT DECLINED TO BID, GENERALLY BECAUSE OFFICE
RESOURCES WOULD BE OVERCOMMITTED DURING THE SUBJECT TIME
PERIOD; THESE COMPANIES WERE EXTENTIT AB, AB MARKNADSBYRAN,
AND HERBERT WEHLOU KONSULTATION AB.

2. LOW BID RECEIVED FROM ERIK DAHLBERG OF INTERMARKET AB
FOR 17,000 SWKR, APPROX \$3917 CURRENT EXCHANGE OF \$1
EQUALS 4.34 SWKR. BID BASED ON 35 INTERVIEWS. DAHLBERG HAS PRE-
VIOUSLY DONE TWO MARKET RESEARCH STUDIES FOR USDOC;
EDUCATIONAL EQUIPMENT 1973 AND HEALTH CARE EQUIPMENT 1975.
STC HAS EXCELLENT RELATIONS WITH THIS FIRM.

3. OTHER BID RECEIVED FROM NORMAN PARSONS OF SWEDISH
MARKET INFORMATION. BID IS UNUSUAL TWO LEVEL: \$4950
OR \$4450 IF HE COULD BEGIN PRELIMINARY WORK LAST WEEK
OF NOVEMBER. PARSON'S TIMING CONSIDERATION IS THAT MANY
KEY INDUSTRY AND PROFESSIONAL CONTACTS DIFFICULT TO REACH
BETWEEN DECEMBER 12 AND JANUARY 12 DUE FOUR TRADITIONAL
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PAGE 02 STOCKH 05835 171528Z

SWEDISH HOLIDAYS THAT PERIOD. WITH EARLIER START PARSONS

COULD PROMISE DELIVERY BY FEBRUARY 1. BID BASED ON 40 TO 50 INTERVIEWS. PARSONS HAS COMPLETED EIGHTEEN SURVEYS FOR USDOC DURING FIVE YEARS,,MANY ON ANNUAL CONTRACT BASIS; TWO PREVIOUSLY WERE DEVOTED TO COMPUTERS. THE TRADE PRESS REGULARLY USES PARSONS AS MAJOR AUTHORITY ON ELECTRONICS MARKET IN SWEDEN.

4. IN VIEW UNPARALLELED EXPERTISE OF PARSONS IN EDP FIELD AND EXTENSIVE MOST SATISFACTORY RELATIONSHIP BETWEEN HIM AND USDOC/STC, POST RECOMMENDS CONTRACT BE AWARDED TO HIM.

5. FYI - DURING PERIOD SINCE NOMINAL END OF ANNUAL CONTRACT ON JUNE 30, PARSONS HAS APPARENTLY COMMITTED HIMSELF TO VARIOUS ADDITIONAL BUSINESS RELATIONSHIPS AND SAYS AT THIS POINT HE WOULD NOT BE INTERESTED IN NEW ANNUAL CONTRACT. HE SAYS HOWEVER HE IS MOST INTERESTED IN COMPUTER STUDY. STRUASZ-HUPE'

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 NOV 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STOCKH05835
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750399-0958
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751138/aaaabiii.tel
Line Count: 79
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-6051
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 08 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08 SEP 2003 by ReddocGW>; APPROVED <17 FEB 2004 by izenbei0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: GLOBAL MARKET RESEARCH: COMPUTERS AND PERISPHERAL EQUIPMENT
TAGS: BBSR, BEXP, SW
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006